

## WORKPLAN CONTENTS

**COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE WORKPLAN  
January - June 2016**

### COMMITTEE MEMBERS:

JOHNNY KHAMIS, CHAIR  
CHAPPIE JONES, VICE CHAIR  
ROSE HERRERA, MEMBER  
PIERLUIGI OLIVERIO, MEMBER  
ASH KALRA, MEMBER

### STAFF:

KIM WALES, CITY MANAGER'S OFFICE  
ED MORAN, CITY ATTORNEY'S OFFICE  
RU WEERAKOON, MAYOR'S OFFICE  
SUSAN DAVIS, CLERK'S OFFICE

### MISSION STATEMENT:

To manage the growth and change of the City of San José in order to encourage a strong economy, ensure a diverse range of arts, cultural and entertainment offerings, and create and preserve housing and healthy neighborhoods.

## JANUARY 25, 2016

- 1. Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.
- 2. State of the Airport** (Airport)  
**Purpose:** Provide a summary of the current financial standing of the airport along with some upcoming capital projects. ***DEFERRED FROM DECEMBER***
- 3. Mobilehome Park Owner "Opt in – Stay in Business" Alternative** (Housing)  
**Purpose:** Provide input and accept the report on staff's outreach efforts with Mobilehome Park Owners.

**4. Development Services Improvement Workplan/Quarterly Update** (Planning, Building & Code Enforcement)

**Purpose:** To preview the improvement efforts undertaken in the Planning, Building and Code Enforcement workplan and update the Committee on Development Services staffing and performance. This will include an update on the Integrated Permitting System RFP and initial insights from the Fee and Liability Study by Management Partners.

**5. Business Development Update** (Economic Development)

**Purpose:** Review progress implementing the FY 2015-2016-2015 Workplan for business outreach, retention, expansion, and attraction. ***DEFERRED FROM NOVEMBER 2015***

**6. Convention Center Expansion Site at South Hall** (Economic Development)

**Purpose:** To present analysis and recommendations for the use of the South Hall site for future Convention Center expansion and hotel, and required agreement with the SARA taxing agencies.

**FEBRUARY 22, 2016**

**1. Verbal Report on Economic Development Activities** (Economic Development)

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Downtown EIR** (Planning, Building & Code Enforcement)

**Purpose:** Update Committee on progress with the new Environmental Impact Report to align Downtown Plan with Envision 2040 General Plan.

**3. North San Jose Area Development Policy** (Planning, Building & Code Enforcement/  
Economic Development)

**Purpose:** Provide a status report on the update of the North San Jose Area Development Policy. ***DEFERRED FROM NOVEMBER 2015***

**4. General Plan Four-Year Review** (Planning, Building & Code Enforcement)

**Purpose:** Provide status report on process underway for Four-Year Review of General Plan.

**5. Economic Strategy Workplan** (Economic Development/CED CSA Departments)

**Purpose:** To present the inter-departmental Workplan for implementation of the City's ten goals in the City's Economic Strategy during the January 2016-June 2016 period.

**6. Downtown Pedestrian Wayfinding System** (Economic Development/Transportation)

**Purpose:** Present report findings and recommendations identified by City ID for a permanent wayfinding system for Downtown San José and discuss next steps to develop a 3-5 year public/private partnership program.

**MARCH 28, 2016**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.
2. **Team San Jose Quarterly Financial Reports** (Economic Development)  
**Purpose:** To present the second quarter financial reports for Team San Jose as specified in the Management Agreement.
3. **Small Business Support Strategy** (Economic Development)  
**Purpose:** Update the Committee on Citywide efforts to support small business, including immigrant business owners.
4. **Update on work2future FY 2015-2016** (work2future)  
**Purpose:** Provide the committee with a report of work2future activities and accomplishments to support job seekers and employers.
5. **Manufacturing Initiative Update** (Economic Development)  
**Purpose:** Review progress implementing the City's initiative to preserve and grow manufacturing in San Jose.
6. **City Hall Plaza Activation Recommendations** (Public Works/ Economic Development/ Cultural Affairs)  
**Purpose:** Provide recommendations to the Committee on modifications to City Hall Plaza Rules and Regulations and Fee Structure, and proposed capital infrastructure improvements to enhance City Hall Plaza activation.
7. **Building Public Will for the Arts** (Economic Development/Cultural Affairs)  
**Purpose:** Provide an overview on San Jose's participation in this national initiative and steps to advance this work aimed at increased cultural participation.  
***DEFERRED FROM DECEMBER 2015***
8. **Maintaining "Best-Face Forward" Activities Post Super Bowl** (Economic Development, Transportation)  
**Purpose:** As directed by Council action on September 15, 2015, provide update on how the City will maintain ongoing "Best Face Forward" activities regarding human trafficking, graffiti abatement, tree trimming, and gateway clean-ups Downtown after the Super Bowl.

**APRIL 25, 2016**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Update on Partnership with SJSU on the Reuse of the Hammer Theater Center**

(Economic Development/Cultural Affairs)

**Purpose:** To provide the first semi-annual report on the partnership with SJSU to operate the Hammer Theatre Center and co-create a programmatic and operating model.

***DEFERRED FROM NOVEMBER 2015***

**3. Economic Development Communications (Economic Development)**

**Purpose:** Update the Committee on Economic Development communications, including coordinated City branding efforts.

***DEFERRED FROM NOVEMBER***

**4. Development Services Improvement Workplan/Quarterly Update (Planning, Building and Code Enforcement)**

**Purpose:** To preview the improvement efforts undertaken in the Planning, Building and Code Enforcement workplan and update the Committee on Development Services staffing and performance.

**5. San Jose Sports Authority (Economic Development/San Jose Sports Authority)**

**Purpose:** To brief the Committee on the work of the Sports Authority as the City's nonprofit partner to attract and host sporting events, including upcoming major events, economic impact, and community involvement.

**MAY 23, 2016**

**1. Verbal Report on Economic Development Activities (Economic Development)**

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Report on Key Legislation (City Manager – Intergovernmental Relations)**

**Purpose:** To provide a report on key State legislation in the Community and Economic Development City Service Area.

**JUNE 27, 2016**

**1. Verbal Report on Economic Development Activities (Economic Development)**

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Preservation Fund Resolution (Economic Development)**

**Purpose:** To present recommendations for the administration of the Preservation Fund fees as recommended by the City Auditor.

**3. Team San Jose Quarterly Financial Reports (Economic Development)**

**Purpose:** To present the third quarter financial reports for Team San Jose as specified in the Management Agreement.

**4. Update on Homeless Housing Initiatives (Housing Department)**

**Purpose:** Review the Housing Department's progress in providing interim and permanent supportive housing solutions for the homeless.

**5. Disadvantaged Business Enterprise Program (Public Works)**

**Purpose:** As directed by Council on March 24, 2015, present a strategy to implement a Disadvantaged Business Enterprise (DBE) program throughout the entire City organization that is similar to the program at the Mineta San Jose International Airport.